



**3 PHASES**  
ENERGY SERVICES  
be proud of your power

Erik Rothenberg  
Chief Green Officer  
3 Phases Energy

a course in:

# Speaking to Corporations in Their Own Language

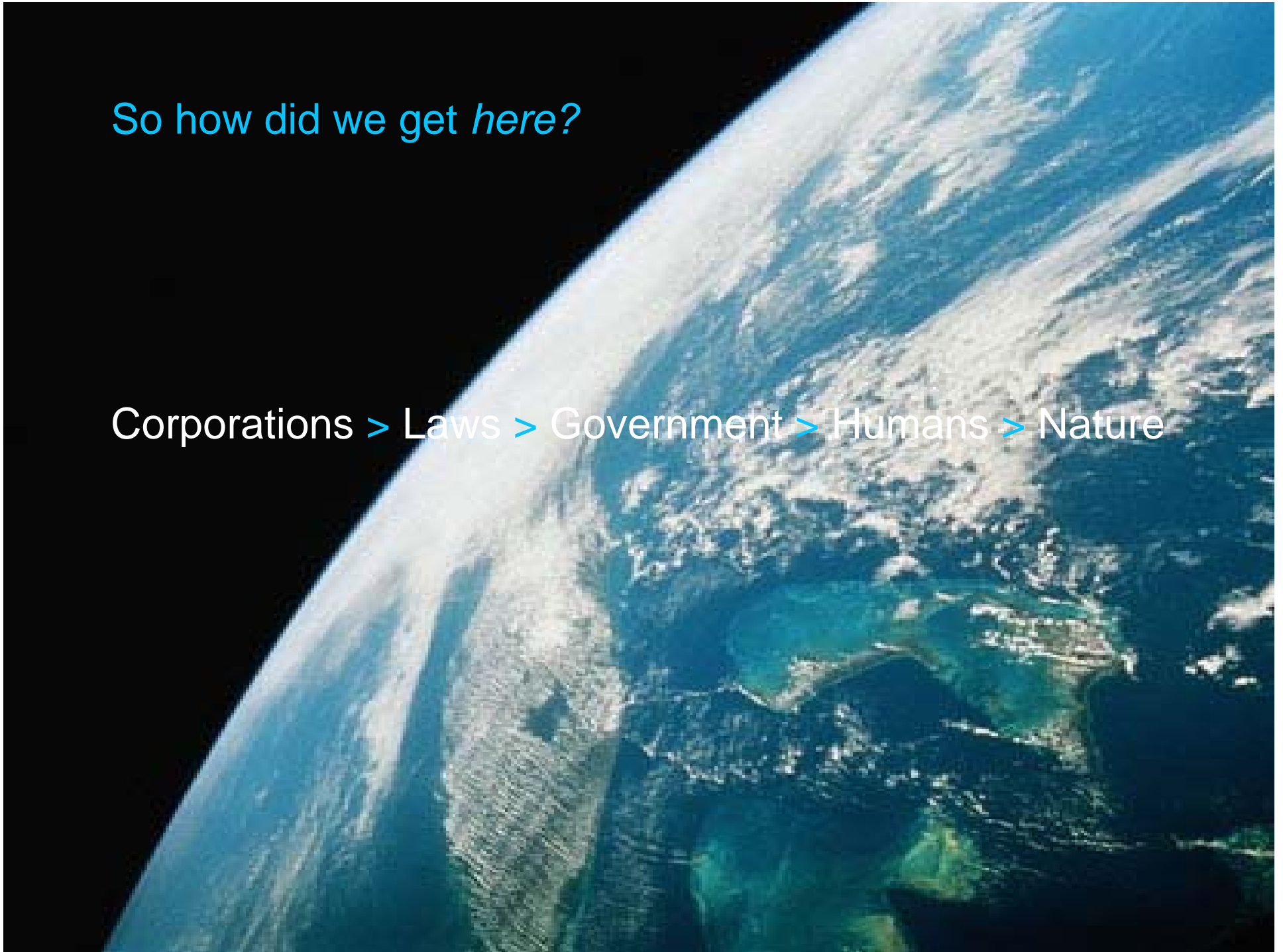
11<sup>th</sup> National Green Power Marketing Conference  
San Francisco, California : December 4, 2006

Who's in Charge here?

Nature > Humans > Government > Laws > Corporations

So how did we get *here*?

Corporations > Laws > Government > Humans > Nature



Limited Liability for Investors  
+  
Zero Incentive for Preserving Common Resources  
=  
Perpetual Net loss of Common Resources

Does the income we receive  
provide us with the outcome we want?

We must speak to corporations in **their own language**.

**The** language of money.

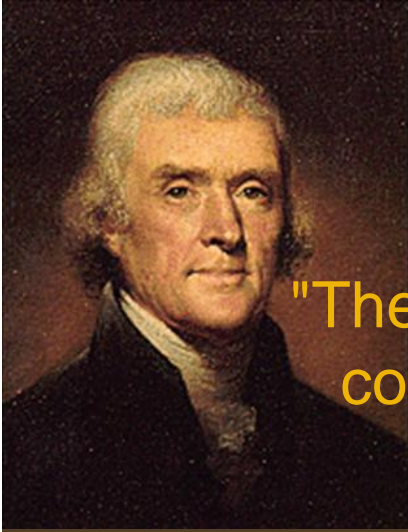
# Economics 101

Remedial Study

The Earth has an Economy.  
It has a perfect accounting system.

We are operating the planet at a loss.  
And it is collecting on a debt.





"The earth belongs to the living... No generation can contract debts greater than may be paid during the course of its own existence."

- *Thomas Jefferson*

does the price reflect the cost?

Are we living off current income of the environment or  
are we depleting our environmental capital reserves?

Does our resource use constitute  
an inheritance tax upon future generations?

Are we defaulting on loans from future generations?

Are environmental markets becoming overheated?

What do we do when environmental markets crash?

Will clean water become *the new gold*?



## POP QUIZ:

1. What is the exchange value of the environment?
2. What is the exchange value of society?
3. exchange for what?

How much longer before we declare bankruptcy?

And what do we tell our creditors?

# Economics 102

Perpetuating True Wealth Through True Value

The earth is a Trust

Nature is the Grantor

Living humans are the Trustees

Future generations are the Beneficiaries

growth requires earth wealth requires earth requires sustainability requires restoration requires

What is in our new investment portfolio?

## A New Investment Portfolio

natural fiber based manufacturing  
cradle to cradle product cycles  
recycled everything  
organic agriculture  
renewable energy  
phytoremediation  
restoration of wild habitats  
alternative / natural medicine  
green real estate development  
restoration of polluted/toxic areas

What is the new currency?



## No Free Lunch vs. Lunch for ALL

controlled	networked
centralized	decentralized
authoritarian	autonomous
scarcity	abundance
exclusive	inclusive
destructive	restorative
mechanized	humanized

It's not about....Renewable Energy  
It's about ...Sustainability

It's not about....Global Warming  
It's about....Our Humanity

Sustainability + Humanity  
= Restoration

Income + Outcome = Restoration

$$(I + O) = R$$

$$R = (O + I)$$

What are the new generally accepted  
environmental accounting principles?

## New Accounting Principle #1

Corporate charters are only valid so long as  
the price of their goods and services  
truly reflect their cost to society

## New Accounting Principle #2

Taxpayer funded incentives  
for corporations engaged in sustainability and  
restoration of the planet

## New Accounting Principle # 3

Congressmen are only allowed  
to continue their terms  
provided the environmental budget  
is balanced.

what stocks should we invest in for today?

global carbon disclosure project  
utility green pricing programs  
renewable energy certificates  
corporate solar power purchase agreements  
utility wind power purchase agreements



what stocks should we invest in for tomorrow?

renewable portfolio standard

renewable fuels standard

building efficiency standard

co2 cap-and-trade regime

mandated carbon risk disclosure

## Getting the Message Across

Language of Money  
Allow Understanding  
Enable Participation  
Importance of Their Attention  
Logic of A New Way  
Renewable Energy the Centerpiece  
Profitable and Efficient  
Enable Leadership  
Empower connection with Constituencies  
Polish the Brand

# FINAL EXAM

how do we rethink our:

processes values people capital customers  
marketplace community suppliers  
product cycle raw materials technology nature  
sustainability restoration  
renewable energy

Abundance + Integrity =  
Perpetual Net Gains



be proud of your power